



# 2020 HALLOWEEN

## SOCIAL MEDIA PLAYBOOK



# How to Use This Playbook

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This document is a social media playbook for the 2020 Halloween period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive impaired. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your efforts throughout the year may help save lives.

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# Campaign Overview

## Campaign Summary

While impaired driving is a significant danger on the road year-round, the Halloween time period is particularly deadly. From 2014 to 2018, approximately two out of every five motor vehicle fatalities during the Halloween period (6:00 PM October 31 to 5:59 AM November 1) were alcohol-impaired driving crashes.

The goal of the Halloween campaign is to encourage positive behaviors like designating a sober driver, calling a ride share and ultimately not driving under the influence while celebrating.

## Objectives

- ▶ Motivate drivers to not drive while impaired by alcohol or drugs
- ▶ Encourage the positive behaviors that can replace driving impaired
- ▶ Promote awareness of fatality data from the Halloween period

## Posting Strategy

Halloween falls on a Saturday this year, which makes posting in the week leading up to the celebration period incredibly important to remind drivers of what is at stake if they drive impaired. Increasing posting on October 30 and 31 will emphasize the message as drivers celebrate.

Below are relevant hashtags to use when posting about the campaign to tap into conversations around Halloween:

- ▶ **#Halloween**
- ▶ **#HappyHalloween**
- ▶ **#TrickorTreat**
- ▶ **#BuzzedDriving**
- ▶ **#IfYouFeelDifferentYouDriveDifferent**



# Social Media Content

This section contains shareable social media content for the Halloween campaign. Provided on pages [8-13](#) are downloadable graphics with accompanying suggested posts that you can use directly or use as inspiration when sharing on your social media channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic.



 *Twitter*



 *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

## Content Organization

The social media content is organized into sections based on the type of impairment, creative concept and language. Both English and Spanish versions are provided.

### English

- ▶ Drug-Impaired
  - Haunt Forever – Pg. [8](#)
- ▶ Alcohol-Impaired
  - Haunt Forever – Pg. [9](#)
  - Spilled Candy – Pg. [10](#)

### Spanish

- ▶ Drug-Impaired
  - Haunt Forever – Pg. [11](#)
- ▶ Alcohol-Impaired
  - Haunt Forever – Pg. [12](#)
  - Offerings – Pg. [13](#)

## Post Examples

Below are examples of how posts should look when published.

### Facebook



2 Suggested copy from this playbook.

1 Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov) website.



### Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



### Facebook/Instagram Stories

1080x1920



### Twitter Posts

1200x675



## Drug – Haunt Forever (English)

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### STEP

1

**Download graphics.**

Download the “Haunt Forever” animation below at:  
[Traffic Safety Marketing](#).

### STEP

2

**Combine with suggested copy below or feel free to draft your own.**

Copy/paste one of the suggested posts below.



- @NHTSAgov wants you to remember that drug-impaired driving is illegal, period. This **#Halloween**, If You Feel Different, You Drive Different. **#drugsimpaireddriving**
- Save the illegal driving for the witches on broomsticks! Never drive under the influence of an impairing substance. **#drugsimpaireddriving**
- Coming back from the dead only happens in the movies. Drug-impaired driving is deadly, and it can kill the driver, passengers and other road users. **#drugsimpaireddriving**

### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## Alcohol – Haunt Forever (English)

STEP

1

**Download graphics.**

Download the “Haunt Forever” animation below at:  
[Traffic Safety Marketing](#).

STEP

2

**Combine with suggested copy below or feel free to draft your own.**

Copy/paste one of the suggested posts below.



- Coming back from the dead only happens in the movies. Drug-impaired driving is deadly, and it can kill the driver, passengers and other road users.  
**#drugsimpaireddriving**
- NHTSA wants you to remember that drug-impaired driving is illegal, period. This Halloween, and every day, If You Feel Different, You Drive Different.
- Save the illegal driving for the witches on broomsticks! Never drive under the influence of an impairing substance. Help spread the message: If You Feel Different, You Drive Different.

### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



## Alcohol – Spiled Candy (English)

### STEP

#### 1 Download graphics.

Download the “Spilled Candy” graphic below at:  
[Traffic Safety Marketing](#).

### STEP


#### 2 Combine with suggested copy below or feel free to draft your own.


Copy/paste one of the suggested posts below.



- Save the illegal driving for the witches on broomsticks! Even one sip of the witch’s brew may be one too many. **#BuzzedDriving** Is Drunk Driving.
- Keep #trickortreat safe for the kids (and the adults!). Pass on this lifesaving message: **#BuzzedDriving** Is Drunk Driving.
- Monster Mash the dance floor, not your vehicle! Help us spread this lifesaving message: Buzzed Driving Is Drunk Driving.
- Frankenstein’s monster, zombies, mummies — they’re coming back from the dead, but you’re not. Drunk driving is deadly, and it can kill the driver, passengers and other road users. Buzzed Driving Is Drunk Driving.

### Sizes Available:

 Facebook/Instagram Posts  
1200x1200  
1000x1200

 Facebook/Instagram Stories  
1080x1920

 Twitter Posts  
1200x675

## Drug – Haunt Forever (Spanish)

### STEP

#### 1 Download graphics.

Download the “Haunt Forever” animation below at:  
[Traffic Safety Marketing](#).



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.  
Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- @NHTSAGov quiere que recuerdes que manejar bajo la influencia de drogas es ilegal, punto. Este **#Halloween**, Si Te Sientes Diferente, Manejas Diferente. **#DrogasAfectanElManejo**

*Translation: @NHTSAGov wants you to remember that drug-impaired driving is illegal, period. This **#Halloween**, If You Feel Different, You Drive Different. **#drugsimpairdriving***

- ¡Deja el manejo ilegal a las brujas en palos de escoba! Nunca manejes bajo la influencia de una sustancia que te pueda afectar. **#DrogasAfectanElManejo**

*Translation: Save the illegal driving for the witches on broomsticks! Never drive under the influence of an impairing substance. **#drugsimpairdriving***

- La reanimación solo ocurre en las películas. Manejar bajo la influencia de drogas es fatal y puede matar al conductor, los pasajeros y los otros usuarios de la carretera. Recuerda: Si Te Sientes Diferente, Manejas Diferente.

*Translation: Coming back from the dead only happens in the movies. Drug-impaired driving is deadly, and it can kill the driver, passengers, and other road users. Remember: If You Feel Different, You Drive Different.*

## Alcohol – Haunt Forever (Spanish)

### STEP

#### 1 Download graphics.

Download the “Haunt Forever” animation below at: [Traffic Safety Marketing](#).



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- La reanimación solo sucede en las películas. Manejar borracho es fatal y puede matar al conductor, los pasajeros y otros usuarios de la carretera. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Coming back from the dead only happens in the movies. Drunk driving is deadly, and it can kill the driver, passengers, and other road users. #BuzzedDriving Is Drunk Driving.*

- ¡Deja el manejo ilegal a las brujas en palos de escoba! Incluso un trago del mejunje de bruja puede ser demasiado. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Save the illegal driving for the witches on broomsticks! Even one sip of the witch's brew may be one too many. #BuzzedDriving Is Drunk Driving.*

- ¡Haz que las festividades de Halloween sean seguras para niños y adultos por igual! Difunde este mensaje que salva vidas: Manejar Entonado Es Manejar Borracho.

*Translation: Keep the Halloween holiday safe for kids and adults, alike! Pass on this lifesaving message: Buzzed Driving Is Drunk Driving.*

- Si planeas beber el mejunje de bruja, planea un regreso seguro y sobrio a casa. Pide un taxi, llama a un amigo o usa un “rideshare” — las opciones son infinitas, pero tu vida no lo es. Recuerda: Manejar Entonado Es Manejar Borracho.

*Translation: If you plan to drink the witch's brew, plan for a safe and sober ride home. Call a cab, a friend, or use a rideshare — the options are endless, but your life isn't. Remember: Buzzed Driving Is Drunk Driving.*



## Alcohol – Offerings (Spanish)

### STEP

#### 1 Download graphics.

Download the "Offerings" graphic or animation below at: [Traffic Safety Marketing](https://www.traffic-safety-marketing.com).



### Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

### STEP

#### 2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below. Do not copy **red** text.\*

*\*It is not necessarily a direct translation but for reference only.*

- ¡Deja el manejo ilegal a las brujas en palos de escoba! Incluso un trago del mejunje de bruja puede ser demasiado. **#ManejarEntonado** Es Manejar Borracho.

*Translation: Save the illegal driving for the witches on broomsticks! Even one sip of the witch's brew may be one too many. **#BuzzedDriving Is Drunk Driving**.*

- Mantén el **#trickortreat** seguro para los niños (¡y los adultos!). Difunde este mensaje que salva vidas: **#ManejarEntonado** Es Manejar Borracho.

*Translation: Keep **#trickortreat** safe for the kids (and the adults!). Pass on this lifesaving message: **#BuzzedDriving Is Drunk Driving**.*

- **#¿SabíasQue?** El 39% de los adultos entre 21 y 34 años murieron en choques causados por conductores borrachos el Halloween de 2018. **#ManejarEntonado** Es Manejar Borracho.

*Translation: **#DidYouKnow?** Adults ages 21–34 totaled 39% of fatalities in drunk-driving crashes on Halloween night in 2018. **#BuzzedDriving Is Drunk Driving**.*

- El monstruo de Frankenstein, zombis y momias — ellos se reaniman, pero tú no lo harás. Manejar borracho es fatal y puede matar al conductor, los pasajeros y otros usuarios de la carretera. Manejar Entonado Es Manejar Borracho.

*Translation: Frankenstein's monster, zombies, mummies — they're coming back from the dead, but you're not. Drunk driving is deadly, and it can kill the driver, passengers, and other road users. **Buzzed Driving Is Drunk Driving**.*

# NHTSA Contact

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If you have questions about the Halloween campaign, please contact Kil-Jae Hong at [kil-jae.hong@dot.gov](mailto:kil-jae.hong@dot.gov)